



322 Peter Street  
Suite 2A  
Atlanta, GA 30313

2005 N. Ivar Avenue  
Suite 21  
Beverly Hills, CA 90068

1050 Connecticut Avenue. NW  
10th Floor  
Washington, DC 20036

1230 Avenue of the Americas  
Rockefeller Center 7th Floor  
New York City, NY 10020

MAILING ADDRESS:  
P.O. Box 361036  
Atlanta, Georgia 30036

info@mypublicist.biz  
Phone : 424.204.2203  
Fx: 1888.417.3203  
<http://www.mypublicist.biz>

Whether you need to get right in front of your future customers, consulting on a marketing strategy, feedback on a promotional idea, a bio written or a marketing plan developed and implemented, you've come to the right place.

**My Publicist, Inc.**



**a PUBLICIST-**

a person whose job is to generate and manage publicity for a product, public figure, a celebrity, or for a work such as a book or movie, brand or business.

**PUBLICITY-** is the deliberate attempt to manage the public's perception of a subject. This includes (politicians and performing artists), goods and services, organizations of all kinds, and works of art or entertainment.

**For your BUSINESS, our services may include:**

- Articles (online and offline)
- Brochure, website or advertising copywriting
- Business development letters or newsletters
- Consulting
- Corporate biographies
- Ezines (electronic newsletters)
- Marketing plans
- Podcasting
- Press releases(online and offline)
- Proposals
- Public speaking
- Radio interviews (broadcast and Internet)
- Social Media (Facebook, LinkedIn, Twitter, YouTube)
- Targeted Mailings (snail mail or email)
- Teleseminars/Webinars
- Video production & web integration
- Website consultation/development/SEO

*Is it  
to*

**WORTH it  
HIRE  
a Publicist**

Across the country it seems as if people flaunt their publicist as part of their presentation. Whether local or in another state, a detailed publicist truly makes a defining difference to any business or public figure. My Publicist was fashioned to make a defining statement.

*We are a national couture' Publicist Firm that makes an announcement like a Rolls Royce Phantom. We:*

**"MAKE IT REIGN"**



**A Business Approach**



"Public Relations" is defined as "...using the news or business press to carry positive stories about your company or your products; cultivating a good relationship with local press representatives," According to [Entrepreneur Magazine](#).



## Old Methods

**"Brochure" Website: Regular Mail: Newsletter: Networking: Publicity: Mailings/Email Blasts:**

**At the end of the day:** You're not sure if all the time, money and effort you're putting into marketing is worth it, but it's something you know you have to do.

## New Methods

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**Interactive Website: Selective Networking: Quality Emails: Social Media: Webinars/Teleseminars: Online & Offline Publicity:**

**At the end of the day:** It's quite clear your name is getting out there, and that your marketing is definitely working. **Old customers are coming back, new customers are coming in and current customers are buying more** and referring their friends. And you did all this for a fraction of the cost of the old way.

### Our Way- Drip marketing

The very first step in for any business is a review of your marketing plan, which should be part of your business plan. A marketing plan is essential to ensure your program's success. If you don't have a marketing plan or business plan, go to your Small Business Administration.

Having a written plan is essential because it serves as both as roadmap and compass on the journey that is your business. Writing your marketing plan will help you define your goals, opportunities and obstacles, and outline the specific actions you will take to market your product or service to your potential customers. **Of course, you can do publicity and business development for your business without a marketing plan, but until you know where you're going, how do you expect to get there?**

### Their Way - Splash Marketing

Most traditional PR agencies use big, expensive campaigns designed to generate media coverage about your company and hopefully attract some potential customers.

This is "Splash Marketing" – a lot of activity done in a short period of time to accomplish specific, measurable goals. With Splash Marketing, you're talking at a large, broad audience with the hopes that at some point during the campaign, some of them might see your publicity and be interested enough to contact you to buy your product or service. Your potential for making sales is left up to chance. **But when the campaign is over, the agency goes home, all the hoopla dies down and you're back on your own and left to start all over.**

# Why Hire a Publicist for your Business?

- ✓ Because of other commitments, you can't devote the time to create and manage your business development activities.
- ✓ You have the desire, need and financial resources to invest in a marketing campaign, but don't know where to begin or what to do.
- ✓ You work for yourself, but running your business entails hundreds of other tasks that leave you with little time for anything else.
- ✓ Your time is better spent making money than on doing your own publicity.
- ✓ You don't have any media contacts.
- ✓ The thought of cold calling potential clients gives you the shivers.
- ✓ You don't know how to properly approach a potential client so that they will want to do business with you.
- ✓ You'd like to do public speaking, but don't know which groups would be interested and/or don't have the time or desire to make the calls yourself.
- ✓ You feel uncomfortable getting yourself booked for events.
- ✓ You're familiar with the basics of how to get local publicity, but you want to take your campaign to the national level and don't know how.
- ✓ You want publicity locally and would prefer to work with a professional who has strong media contacts in Dallas/Fort Worth.
- ✓ You don't feel comfortable talking with the media, but don't like the thought of calling reporters and editors on the phone and asking them to cover your story.
- ✓ You're doing most of your own marketing yourself and you want to take it to the next level.
- ✓ Your publicity campaigns are sporadic and so are the results.

Here's  
a Checklist  
to help you

## Getting Your Word Out

*Your business is your baby. It's how you feed your family, it's what you pour your time, money and effort into, and above all, it's your passion. You know your stuff and you're good at what you do. But many of your potential customers don't know who you are, what you do or how you can help them. You have to reach out to them, but how?*

## We're not just publicists; we're small business development specialists

*Small business marketing is so diverse that no firm – or person – can be an expert in every aspect of it. This is why we partner with and/or recommend other small business marketing specialists to meet your specific needs.*

When it's done right, PR is an integrated system of highly cost-effective business development strategies designed to build awareness about who you are, generate interest in your products or services which makes it easier for you to make more money.

**My Publicist, Inc.**